CLAIMS

1. Method for installing a device for measuring at least one characteristic parameter of a tyre in a tyre having an inner surface, comprising:
applying the device to a specified area of the inner surface of the tyre, by interposition of a fixing element comprising a crosslinkable elastomeric material capable of adhering in a repositionable way to the inner surface of the tyre;
fitting the tyre on a rim and rotating it so as to adapt the shape of the fixing element to the inner surface of the tyre and to cause a crosslinking of the crosslinkable elastomeric material.

2. Method according to Claim 1, wherein the device is applied onto the inner surface of the tyre in a crown area.

3. Method according to any one of the preceding claims, wherein the crosslinkable elastomeric material is brought to a degree of crosslinking of at least 30% upon heating to a temperature from 40°C to 90°C for a period of not more than 8 hours.

4. Method according to any one of the preceding claims, wherein the crosslinkable elastomeric material comprises:
100 phr of at least one crosslinkable elastomer;
from 20 to 100 phr of at least one plasticizing oil;
from 20 to 150 phr of at least one reinforcing filler;
from 0 to 80 phr of at least one low molecular weight amorphous polymer.

5. Method according to Claim 4, wherein the crosslinkable elastomeric material comprises from 0.3 to 12 phr of at least one organic peroxide.

6. Method according to Claim 5, wherein the organic peroxide has a half-life greater than 5 minutes at 80°C.

7. Method according to Claim 4, wherein the crosslinkable elastomeric material comprises from 0.1 to 5 phr of sulphur (or an equivalent quantity of a

sulphur donor), and from 2 to 10 phr of at least one vulcanizing accelerator.

8. Method according to Claim 7, wherein the said at least one vulcanizing accelerator is selected from dithiocarbamates, thiurams and thiazoles.

9. Method according to Claim 7 or 8, wherein the crosslinkable elastomeric material further comprises at least one nitrogen-containing co-accelerator in an amount of from 0.25 to 10 phr.

10. Method according to any one of the preceding claims, wherein the fixing element comprises a first layer consisting of a first crosslinkable elastomeric material containing sulphur (or a sulphur donor) and without vulcanizing accelerators, and a second layer, brought into contact with the first layer, consisting of a second crosslinkable elastomeric material containing at least one accelerator and without sulphur (or sulphur donors).

11. Method according to Claim 10, wherein applying the device is carried out by placing the said second layer in contact with the inner surface of the tyre.

12. Kit for installing a device for measuring at least one characteristic parameter of a tyre onto the inner surface of a tyre, comprising:
the device;
at least one fixing element comprising a crosslinkable elastomeric material.

13. Kit according to Claim 12, wherein the device includes a sensor installed on a substrate, the said fixing element being associated with the said substrate.

14. Kit according to Claim 13, wherein the fixing element is associated with the substrate by adhesion.

15. Kit according to Claim 13, wherein the fixing element is associated with the substrate by mechanical means.

16. Kit according to any one of Claims 12 to 15, wherein the crosslinkable elastomeric material is brought to a degree of crosslinking of at least 30%

upon heating to a temperature from 40°C to 90°C for a period of not more than 8 hours.

17. Kit according to any one of Claims 12 to 16, wherein the crosslinkable elastomeric material comprises:

100 phr of at least one crosslinkable elastomer;

from 20 to 100 phr of at least one plasticizing oil;

from 20 to 150 phr of at least one reinforcing filler;

from 0 to 80 phr of at least one low molecular weight amorphous polymer.

18. Kit according to Claim 17, wherein the crosslinkable elastomeric material comprises from 0.3 to 12 phr of at least one organic peroxide.

19. Kit according to Claim 18, wherein the organic peroxide has a half-life greater than 5 minutes at 80°C.

20. Kit according to Claim 17, wherein the crosslinkable elastomeric material comprises from 0.1 to 5 phr of sulphur (or an equivalent quantity of a sulphur donor), and from 2 to 10 phr of at least one vulcanizing accelerator.

21. Kit according to Claim 20, wherein the said at least one vulcanizing accelerator is selected from dithiocarbamates, thiurams and thiazoles.

22. Kit according to Claim 20 or 21, wherein the crosslinkable elastomeric material also comprises at least one nitrogen-containing co-accelerator in an amount of from 0.25 to 10 phr.

23. Kit according to any one of Claims 17 to 22, wherein the fixing element comprises a first layer consisting of a first crosslinkable elastomeric material containing sulphur (or a sulphur donor) and without vulcanizing accelerators, and a second layer consisting of a second crosslinkable elastomeric material containing at least one accelerator and without sulphur (or sulphur donors), the said layers being kept separate and being brought into contact at the time of installation.

24. Kit according to Claim 23, wherein the said second layer is brought into contact with the inner surface of the tyre at the time of installation.